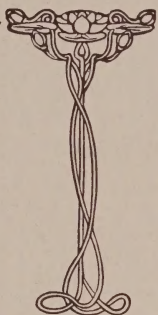


For
Appearance
Lake -



The Hiscott Dermatological Institute



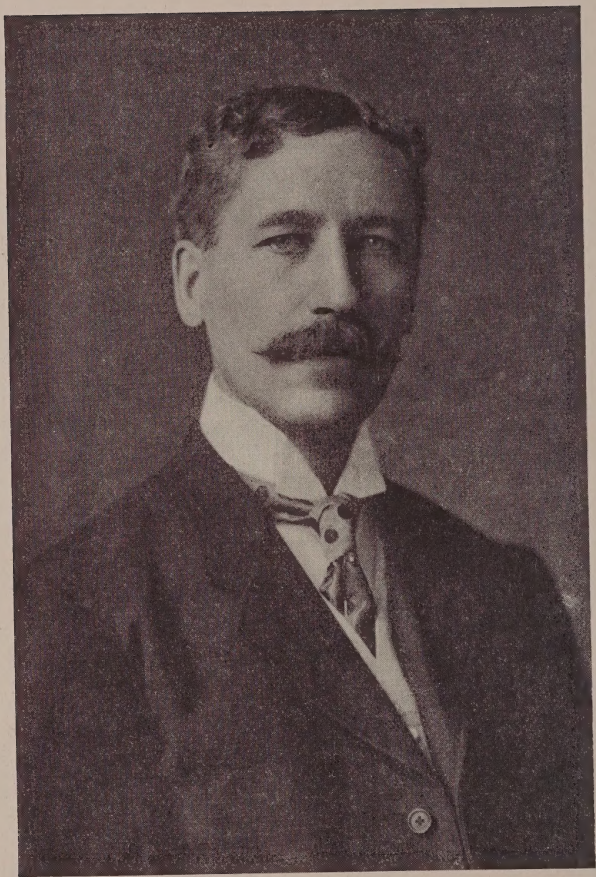
ESTABLISHED
EIGHTEEN NINETY-TWO

The Hiscott Building

61 College Street

Toronto, Ontario, Canada

Phone Main 831



Yours Faithfully
J. Scott,
Manager

Hiscott Dermatological Institute



The Hiscott Building where the
Princess Toilet Preparations
are Manufactured

Dermatology

THE word as employed by us is used with rather more latitude than the dictionary gives, where it is referred to as that branch of Medical Science which treats of the *skin* and its *diseases*. We include cultivation of physical beauty as regards the skin, hair, face, hands and figure.

The Beauty Doctor is generally content with covering skin diseases and blemishes and with using artificial means to enhance attractiveness.

The Dermatologist cultivates natural beauty by making bad skins, scalps, etc., as healthy and beautiful as it is possible for them to become, while he has at hand all the resources of the Beauty Doctor if desired.

The artificial rose never can compare in beauty with the natural flower.

In the treatment of skin and scalp troubles and in the cultivation of Physical Beauty it is frequently necessary to treat functional or organic disorders which have a direct bearing on these affections, but we undertake them merely in this relation.

With the Hiscott Methods

we go below the surface skin, build up the underlying tissues, fill out depressions, hollows and sunken parts. We straighten the shoulders and fill out the chest, not only improving the circulation, lungs and figure, but at the same time giving a healthy glow to the skin and removing dullness of complexion. We assist in the cure of indigestion and nervousness, thereby often removing the cause of blackheads, pimples, eczema, etc., while applying the proper local remedies for unfastening these ills from the complexion or affected parts. We cure a painful corn or bunion, which cure assists just as sensibly in removing worry's tell-tale marks from the face as a hot foot-bath assists in curing a headache.

We cure self-consciousness and awkwardness by ridding the self-conscious person in the most scientific way of those horrible blemishes known as Superfluous Hair and Moles.

Our treatments and remedies are so well known that it is scarcely necessary to say more here, but further information is given on some of the following pages. We endeavor to have assistants who lack neither culture nor refinement, and we spare no expense in making our offices and rooms fitting places for our

vocation, as will be seen by the various illustrations in our booklet.

In January, 1892, we opened the then only Dermatological Institute in Canada. Up to the present time no one disputes pre-eminence with us in our work. We are proud to say that among our loyal patrons are many who visited us in the early years of our practice. Physicians and surgeons of eminence throughout Canada are cognizant of the good work we do, and send us many patients. Many of the former use some of our remedies in their practices.

Regarding Testimonials

AS we never publish testimonials, but treat each person confidentially, those who know us neither personally or by reputation may feel some hesitancy in placing their cases in our hands. To such we would say, look over the following list of ladies and gentlemen who endorse us and the reliability of our methods, because they know of some one whom we have benefited or cured:

- Mrs. Forsythe Grant, *Ex-Pres. W. H. S. Toronto.*
Mrs. T. M. Harris, *Ex-Dom. Pres. Y. W. C. A., Toronto.*
Mrs. S. Louise Cattanaach, *Park Road, Toronto.*
Mrs. J. Elwood, *St. George Street, Toronto.*
Mrs. R. J. Christie, *Wellesley Street, Toronto.*
Mrs. W. Herbert Cawthra, *Beverley Street, Toronto.*
Mrs. Alfred Denison, *Society Editor, Saturday Night, Toronto.*
Mrs. L. B. Durand, *"Pharos," of the Globe, Toronto.*
Mrs. Theo. Coleman, *"Kit," of the Mail and Empire, Toronto.*
Miss Theora Carter, *Founder International Society of Good Cheer, New York City.*
Sir Wm. Meredith, *Chief Justice of Ontario.*
Frank Hodgins, Esq., K.C., *Toronto.*
Dr. T. B. Richardson, *Bloor St. West, Toronto.*
Dr. E. Herbert Greene, *Bloor Street West, Toronto.*
Dr. J. F. Uren, *520 Church St., Toronto.*
J. Kerr Osborre, Esq., *Vice-Pres. Massey-Harris Co, Toronto.*
Prof. Henry Montgomery, M.A., B.Sc., *Toronto University, Toronto.*
Prof. Geo. E. Shaw, *Jarvis Street Collegiate Institute, Toronto.*
Rev. J. S. Williamson, D.D., *Hamilton, Ont.*
Rev. W. G. Wallace, *Pastor Bloor Street Presbyterian Church, Toronto.*
Rev. Father McColl, *Rector, Peterboro, Ont.*
E. W. Schuch, Esq., *Late Choirmaster St. James' Cathedral, Toronto.*

To Consultants

Office Hours from 8.30 a.m. to 6 p.m. Sundays excepted.

Consultation Free, either personally or by letter.

When writing to us regarding complexional troubles, non-development of the figure, obesity, falling hair, etc., state whether you are troubled with headaches, periodic pains, backache, constipation, etc.; whether you are nervous, bilious, anaemic or tubercular. Tell us all you can about your health, diet and habits in order that we may treat you intelligently.

We are treating successfully, patients from the Atlantic to the Pacific, many in the United States, also in Great Britain. In fact, we are not unknown in Australia, India and South Africa, and we invite correspondence with any, whether near or distant. Especially do we desire consultation with those who despair, from any reason whatever, of becoming cured of their blemishes or defects.

Those living out of town who expect to come to Toronto for treatment would do well to write us a few days in advance regarding the date of their visit and the trouble for which they require treatment. If they are strangers in Toronto we can secure comfortable board for them from four dollars per week upwards.

We are always willing to listen to your troubles if your story is not too long. We are just as ready to give you advice in the most succinct terms possible.

THE HISCOTT PEOPLE.



One of the Consulting Rooms

Beauty Points

Care of Health, Figure and Complexion

HEALTH, naturally, is the most important of the three; yet it is often possible to benefit that while treating for imperfections of the figure and complexion.

In some cases the indiscretions of diet, lack of care and cleanliness of the skin, bad air, neglect, incorrect positions while sitting or standing, have not had time to undermine the health as they often do at a later period in life. Age and ill-health rob the skin and the superficial muscles of their fatty tissue, thereby causing wrinkles, but youth often causes wrinkles by the expressiveness of the face and the grimacing habit which is persisted in until the skin retains the position of the wrinkles. Pimples, blackheads, and many other uglinesses of the complexion, from which young men and women both suffer, are also often due to lack of care and understanding.

Prevention Better than Cure

It is not necessary to have a yellow, wrinkled, flabby, coarse or pimpled complexion, superfluous hair, thin hair or ugly hands and arms even in old age, and if the young person has begun to develop these things she had better hasten to have them cured. *Wrinkles need not show on the face any more than on the arms.* They may be removed by breaking up bad habits and feeding the understructure of the skin with a daily application of nourishing Skin Food. A little persistence and *daily effort* will prove this to anyone.

Three Important Points

Bathing, Diet and Exercise

Whether you are strong or the reverse, cleanse your face, neck and hands thoroughly every night with quite warm water, good soap and a soft brush. Rinse thoroughly, then apply a simple cream or the proper remedies according to directions, for removing Fleshworms, Wrinkles, Pimples or Discolorations. Unless the face is very oily use cold water in the morning. Bathe the entire body at bedtime twice a week, using a soft brush and soap. If delicate, use comfortably warm water which has been liberally salted. If strong and stout, use hotter water and sponge with cold afterwards. Delicate people will find a cool sponge

bath every morning refreshing. Strong people may take a cold dip in the tub, in both cases rubbing the skin to a glow afterwards. Cold water hardens the muscles, hot water softens them. Faces that are thin, dry and wrinkled do not need hot water. Cold water will not cleanse a greasy skin. Different complexions require different treatment. A clever dermatologist will tell you whether you require oils or alkalies, internal or external treatment, cold water, steaming, electricity, or some other scientific treatment. Those people who, in order to make a little money in connection with some other business, have picked up an idea or two of the dermatologist's art and apply it alike to the faces of girls of sixteen and women of sixty, are apt to do a great deal more harm than good.

It is useless to sleep or sit in illy-ventilated rooms, eat pastry, cheese, nuts, gravies, heavy late suppers, drink much wine, and then pray for good health and a pretty complexion. Your prayer will remain unanswered.

Improvement of the Figure nearly always results in improved health. It isn't necessary to have stooping shoulders. Sit and stand with the chest well up, and hips back. Practice deep breathing in the fresh air. Take gentle calisthenic exercise to improve the arms and neck. If you do not know how we can teach you in a few lessons.

The too thin person should eat oils, creams and starchy food, and take oil rubs or massage with good Skin Food. The very fleshy person requires a different diet, more severe exercise and, if very stout, a treatment especially prepared to reduce flesh.

To Preserve and Refine the Hair

Place on your toilet a good comb, a coarse brush, a fine brush. Keep on hand a good shampoo and a good tonic.

Keep the brushes and comb scrupulously clean.

Don't use a comb with sharp teeth. It scratches and injures the scalp.

Use only a soft brush on long hair. A coarse one tends to pull the hair out. Use same care in brushing the hair as in combing.

Use coarse brush to rub the scalp only, to aid growth of hair.

Brush the scalp well ten minutes each day (not an hour one day and none the next six), use a few drops of the HISCOTT HAIR TONIC, or massage the scalp for a few minutes with PRINCESS SKIN FOOD, then about twice a year take a short course of our ELECTRIC SCALP

TREATMENTS, which work wonders in rejuvenating the hair and preserving its color, gloss and vitality.

When the scalp is sick with clogged pores, flabby muscles, tense nerves, germ diseases it is surprising that hair follicles do not die more quickly. That they are weak and dying is shown by the rapidly thinning and graying locks.

Consult the remaining pages of this book for further information. Then if you are in doubt upon any of these points we will gladly supply information free.



Reception Room

Graduates

A few bright, intelligent students are given individual instruction by us in our various departments and thoroughly trained, both practically and theoretically. We do not desire students who wish only a little superficial knowledge and we give diplomas only to those fully qualified and who are employed by us at our offices here, or who wish to engage in business for themselves in distant towns or cities. Those interested will be given full information and prices upon application.

Manicurists and others who visit from house to house in Toronto or elsewhere are not graduates of our institute, but are simply trading upon our reputation when they represent themselves as such.

The Modern Woman and Incidentally the Man

Copied from Toronto Sunday World of Sept. 18, 1910.

LIVES there a woman with soul so dead or femininity so obliterated, that she is not delighted when she hears herself called "The prettiest woman" at the tea, the club, the church, the dance or whatever assemblage she graces with her presence?

Doesn't she actually feel years younger when she overhears remarks such as "She might be taken for her own daughter," or "She looks younger than her younger sister"?

Doesn't she buy pretty hats, and gowns, and furbelows for those very reasons? Of course she does, we all do; still sometimes we must wear rather old and unbecoming clothes, especially if we would be unselfish, and then if we can be really naturally pretty and youthful looking; or elderly and graciously beautiful, isn't that something of a triumph? The woman who has that blessed consciousness and is perfectly comfortable also, has an ease and charm of manner that no woman who is suffering from a sunburnt nose or pimpled face, a stinging corn, bonnet pinned on a few straggling wisps of faded hair, or a stout, ungainly figure, can possibly enjoy.

I have lately been noticing the women whom I meet on the street, in the cars or at their homes. In so many cases why do their clothes appear superior to themselves? Is it because they pay more attention to their clothes than to their personality? Just think a moment, and you will realize that a beautiful, much-trimmed gown and striking hat really emphasize a wrinkled, muddy, ugly complexion, poor teeth, hair or figure as much as they do muddy, ugly, buttonless, wrinkled shoes, or shabby gloves.

While many a man pretends to scorn any attempt to improve physical beauty, just ask that same man about almost any woman of his acquaintance, and see how much more he can tell you about her face and figure than her clothes. Right here I might say that a good many wives would wear a prettier and better satisfied expression if their loving spouses would be a little more particular about *their* grooming.

The modern woman doesn't care a straw whether Recamier, Helen of Troy or Cleopatra were beautiful or not, or how they enhanced their beauty. Customs in vogue hundreds of years ago are not applicable to the

present time, but the individual modern woman *does* like to look nice. She admires beauty in other people and things. Why should not her own beauty give her pleasure? Surely her sweetheart's, her husband's, and her children's admiration are worth having. I am not, of course, referring to externals alone, but why not have the face and figure, too, beautiful mirrors for the reflection of a beautiful soul? You may scarcely know how to achieve it. Your hair may be poor, or is it wrinkles, pimples or a red nose that is troubling you? Perhaps you are downright fat or else you are scrawny? Now I am not going to pity but help you, for you can be improved and benefited if you will do what I tell you. Go to The Hiscott Dermatological Institute. It is a place where defects are cured, not covered up. It is long established and reliable, not one whit like those horrid Beauty places described in some of the recent American Magazines. The proprietors and assistants here have a reputation for honesty, skill and kindliness, which many another professional or business person envies. I have travelled much and I have found no other place, either in Europe or America, that can compare with this in most respects.

You will be charmed with the beautiful reception and consultation rooms, with the dainty coloring and sweet cleanliness of the treatment rooms, and if it is necessary for you to have a "Face Treatment" to assist in curing wrinkles, pimples, eczema, blackheads, etc., you may safely recline in the comfortable chair, knowing, if you are observant, that the quiet, gentle, intelligent attendant works with trained fingers or instruments always clean and antiseptic, and with water or pure, fragrant lotions, salves or creams, as the case may require.

You may hear a sprightly conversation carried on in the next apartment largely by a delighted damsel who is no longer an ugly duckling; or perhaps, instead of the talk you will hear a snore; for tired mothers are often there having their nerves soothed as well as their wrinkles rubbed out. Listen! A masculine voice in the next room is congratulating himself and the chiropodist because his feet are so perfectly comfortable.

Even in the rooms where Electrolysis (supposed to be painful) is being performed for the removal of Moles, Warts, Ruptured Veins, and that awful blemish, Superfluous Hair, the operators have reduced their work to such a science that, instead of hearing the moans of pain you might expect, you may hear a jolly laugh or the low hum of interested conversation, and you will really want to go again. Talking about The Hiscott Institute just makes me feel like having a nice refreshing face treatment now. I'll telephone and see.

Main 831. No, it isn't too late. I'm off for a sweet, soothing, restful hour. I shall have no patience with you if you do not try one yourself soon.

Good-bye,

KITTY.

The Face

TREATMENTS.—*Massage with Hydro-Vacu, Electricity, Russian Bath* and other appliances.

Massage, in connection with suitable creams, etc., exercises and feeds the shrinking cellular tissues and is a sure foe to the ravages of age. Our complete and perfect treatments fill out hollows and give a youthful roundness to the face and neck, banish lines, wrinkles and scars, purify the complexion; also cure (without destroying expression) Dull Complexions, Skin Diseases, Nervous Twitchings and Partial Paralysis, rest the muscles and give the face a happy, healthy glow of loveliness.

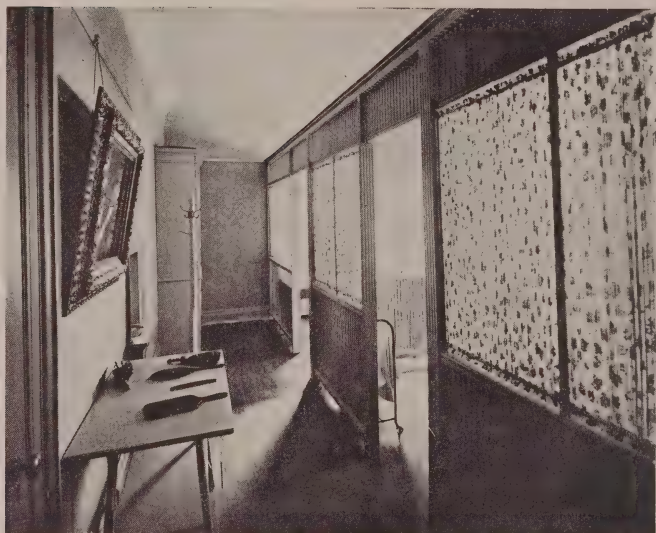
With proper remedies these treatments are most effective in curing the worst cases of Acne, Pimples, Blackheads and Rough, Coarse or Red Skins.

We are sometimes asked, "How many treatments do I require to get my complexion in good order and keep it so?" They seem to quite forget that the skin requires as much attention as the hair and teeth, and that it grows old just as fast or faster than any other organ of the body; that to keep the skin looking years younger than it really is requires constant attention. To eat food one week and none the next would not be conducive to health or longevity. Neither will caring for the skin one month and neglecting it twenty months insure a beautiful complexion, but a little care all the time, and a course of thorough treatments—which are both rational and hygienic—once or twice a year will keep the complexion just as beautiful as nature intended it should be, and many years younger than nature alone would have it appear. We shall be glad to instruct you in the kind of care your own complexion requires.

We believe that it is possible to get cheaper treatments than ours, but in our long experience we have made so many sick skins well that we feel safe in saying what our patients say, "You cannot get as good anywhere else."

Prices of Treatments

One Treatment, \$1.75. Seven Treatments, \$10.00.
Fifteen Treatments, \$20.00.



A View of some of the
FACE TREATMENT ROOMS

Derma-Desquamation

WRINKLES.—Everything antique is sought after and prized but an antique face; that to-day is at a discount, but it need not be endured. The very deepest wrinkles can be entirely removed in about ten days' time.

SMALLPOX PITTINGS AND SCARS.—Impossible as it may seem, we also remove permanently smallpox pittings and scars, though sometimes two or even three treatments are required at intervals of six months for very old and deep pittings.

It takes time, money and patience.

It also makes the face more attractive and the heart lighter when the mirror no longer reflects these unsightly scars.

Prices and further information upon application.

The Figure

TREATMENTS.—*Massage* with Baths, Cupping, Electricity, Oils, Lotions, or such appliances or remedies as each individual case demands. These treatments are most gentle, efficacious and certain. We develop or reduce the size of the bust and hips, fill out neck, chest and arms, fatten the thin person or diminish the weight of the too solid one.

From three to six treatments each week should be taken.

Prices from 50c. up for single treatments.

We also give Individual Lessons in Muscular and Breathing Exercises. These exercises improve the circulation and complexion; strengthen the lungs and vocal organs; increase size of chest; lower the waist line; beautify the arms; give a good carriage.

Price, 50c. a lesson. Ten lessons, \$4.00.

For Reduction of Flesh

For reduction of flesh we have a very valuable home treatment—perfectly harmless, healthful and natural, easy to use. Some persons reduce twenty pounds a month, others not so quickly. Price varies according to condition of patient. Write or call for full information. When writing regarding either obesity or non-development, state full particulars as to age, health, diet, occupation, etc., etc.



The Eyes

BEAUTY of the eyes is dependent upon a great many things; perhaps color least of all. Size and expression add to the beauty of the eye, and these qualities are greatly improved by the length and color of the eyelashes and the distinctiveness of the eyebrows. Penciling is often too evident. "Eyebrow Stimulant" induces a growth of long, silky lashes and well-defined brows, but must, like everything else that is successful, be applied carefully and systematically—not two or three nights, then left off for two or three weeks, but every night for months. The brows should be brushed and combed to as fine a line as possible, and any ragged growth must be removed by Electrolysis, as cutting or extracting the brows only causes them to become bristly and unmanageable.

If the eyes are red and bloodshot, bathing with tepid salt water, or boiling water which has been cooled with extract of witch hazel will often remove dust or irritating particles which cause the redness. When the whites of the eyes are yellow and patchy looking, it is usually due to biliousness, which may be quite cured and the health restored by a course of our Dandelion Bitters, described elsewhere in this booklet.

Eyebrow Stimulant50
Eyebrow Pencils, brown or black25
India Ink, with brush and mirror in box75



The Hair

"Anon she shook her head and showered the rippling ringlets to her knee."

Thin, Falling, Faded and Grey Hair

OLD age, the winter of life, naturally brings frosted locks and oftentimes scanty ones, but many things cause the hair to turn gray prematurely, lose its lustre, or become defective in its growth. Indeed, it is not uncommon to find children with scanty, dry locks. Poor hair is often inherited, but even then much may be done to induce a better growth. Beautiful hair is sometimes inherited too, but there can be no question of the benefits to be derived from giving the hair constant attention and care. After certain diseases the hair nearly always falls out, unless measures are taken to prevent it, even during convalescence. Sometimes the hair is too oily, sometimes harsh and dry; very often there is disease—the most common one is usually known as dandruff, a disease which, if not stopped in time, ultimately destroys the hair altogether.

Many people seem to have the idea that one or two dollars spent on the hair, without much thought or trouble, ought to produce a luxuriant growth in about two months, and are disappointed when such is not the result. It should be remembered that systematic work is necessary to produce and retain a beautiful growth of hair, and the woman who desires it must begin at the beginning and attend to it regularly—not for a week or two, but month after month, as long as she lives, and with the same regularity and faithfulness which she gives to her teeth, her complexion, her bath, for she will need the kindly shadows of her beautiful hair more at sixty-five than at thirty-five.

Scientific intelligent scalp treatments with electricity and massage and tonics to stimulate, relieve and cleanse, will reward by putting a very bad scalp and hair into excellent condition, for those who have enough patience not to expect the neglect and ill treatment of years to be undone in a week or two. Yes, it will cost something besides time, if your scalp and hair are in *very* poor condition, perhaps Twenty Dollars, to reach a high state of perfection. If not so bad, a course of treatments costing you only Five Dollars will do more than you could expect.

Prices—

One Treatment	\$ 1.00
Five to Seven Treatments	5.00
Fifteen Treatments	10.00

The Hands

*"'Twas a hand, white, delicate, dimpled, warm,
languid and bland."*

Someone has said that he could tell by the shape, gestures and general appearance of the hand to what profession or station in life its owner belonged. Very few people are so observant as this, yet to almost everyone a well-kept hand denotes a well-bred man or woman. The general shape of the hands and fingers cannot be changed to a very great extent, still much may be done to the hands that belong to a persevering woman. Exercises and the Princess Skin Food will make round and plump the angular and thin hand, and make it also appear younger, for the hand as surely expresses age as the face. Washing the hands with warm water and good soap, rinsing in cooler water, with a little application afterwards of Beauty Bath, will make the hands soft and white and delicate. The white spots on the nails may often be removed by applying our Princess Skin Food for several nights. This Skin Food also improves nails with ridges and very brittle nails. Freckles may be removed from the hands and arms by the use of Princess Complexion Purifier, price \$1.50.

The Princess Creme-Velour is also an exquisite preparation for use when the hands are red and chafed. It is non-greasy and healing, with a delightful fragrance. It may be used at any time during the day by rubbing thoroughly well into the skin, afterwards drying with a soft towel; or it may be applied before retiring, in which case wash the hands in the morning with warm water and good soap, rinsing afterwards with clear, cool water.

Almost everyone understands the uses of the manicure implements for the care of the nails, but many prefer to be attended by a regular manicurist. We give a first-class manicuring and hand-whitening treatment to ladies for *Fifty Cents*, gentlemen *Seventy-five Cents*; at a reduced price when a course is taken. Warts and other excrescences or blemishes permanently cured.

For the toilet table we have put up daintily, Stain Remover for 25c., which removes any stains under, on or around the nails or on the skin. The indispensable Orange Wood Sticks at 10c. a bunch, also Nail Enamel 50c.

The pretty manicure implements sold in cases are usually more fanciful than useful. We have a good stock of these articles, which are strong, sensible, of best quality, and convenient sizes.

Prices given on another page.



Chiropody Room

The Feet

WE can neither act nor appear to advantage if we are conscious of some nagging discomfort all the time, and what does nag or cause more real discomfort than a painful bunion, a sore, stinging corn, or an ingrowing nail? Almost every person is, or has been, afflicted with one of these pests at some time during their existence, though how or why the nuisance came is scarcely to be explained. However, if you are annoyed, it is not necessary to consider the how or why when for from 50 cents to \$1.50 our Chiropodist will treat your foot troubles in a most satisfactory manner, always relieving—and often curing long-standing troubles in one or two treatments.

For Home Use our Remedies are Unexcelled.

<i>Foot Lotion</i> , for tired, smarting and swollen feet..	.50
<i>Foot Toilet and Baby Powder</i> , in sifters, very pure	.25
<i>Bunion Salve</i> , removes swelling and soreness, and effects a cure50
<i>Corn Knives</i>	75c., \$1.00
<i>Perspirine</i> , for excessive perspiration.....	.50

Superfluous Hair

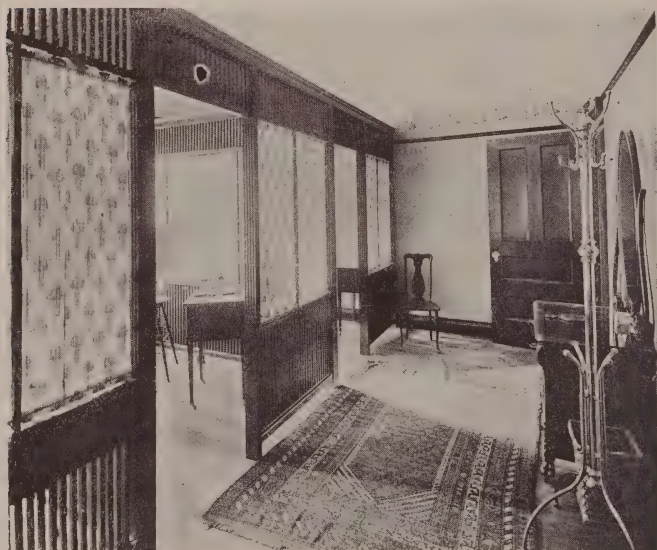
Moles, Warts, Birthmarks, Excrescences, Powder Marks

THERE is doubtless no blemish that is so hateful to a sensitive woman as an abnormal growth of hair on the face or neck. The use of depilatories and pumice stone, or cutting, pulling or burning only aggravates the trouble, strengthens the hairs and increases the growth, often to a most disfiguring extent. The great majority of our worst patients are those who have used depilatories; which were found to be worse than useless. In many cases the lime and other strong ingredients not only removed the hairs from the surface (without destroying the roots or hair follicles), but burnt the skin badly.

If you have a downy face, don't make it worse by using scissors, razor, tweezers or depilatories. Don't use vaseline or much hot water; use a little anmonia or baking soda every day in water.

Uterine diseases are frequently the cause of superfluous hair and other skin blemishes.

If the hairs have grown strong without any apparent reason, the chances are that the trouble is inherited from either side of the house. In every bad case the only cure is Electrolysis. This treatment may seem slow, but is sure, and in one or two hours each day for a week a great many hairs can be removed, without going through life feeling unhappy and miserable. If you want reliable work done consult someone who has a reputation and is conscientious. Above all, avoid traveling operators.



Electric Treatment Room

Electrolysis

What It Is and What It Does

Electrolysis means *the decomposition of a substance* by means of a continuous current of electricity passing through it.

It is the only permanent method yet known to science that will remove superfluous hair without disfiguring the surrounding tissue. The X-Rays was looked upon as a quicker cure, but experiments proved that a current strong enough to destroy hair shrivelled, wrinkled and discolored the skin until it somewhat resembled a baked apple, and the last condition was worse than the first. In Electrolysis, as performed by a competent operator, the needle is inserted at the proper depth and directly at the root of the hair, destroying both root and cell without injury to the surrounding skin.

For about twenty years we have been doing this work in Toronto. Our patients visiting us from all parts of Canada, the United States and even England, as our long experience and reliability gave them a confidence which they could not have had in untrained operators or those who had only picked up a little idea of their profession. We have removed from scores of faces thousands of hairs without leaving a scar and with a return of scarcely one per cent. of that great number. That we perform this treatment as rapidly and as successfully as anyone in America or Europe has often been proved. Many of our patients are of the opinion that to remove facial disfigurements by electricity must mean considerable discomfort; but most of them are greatly surprised that they suffer so little pain, and that the operation usually leaves only a slight mark or redness for a few days.

To learn just how much work is necessary for superfluous hair, do not cut, pull or tamper with the hair in any way for six weeks before taking treatment from us. In all cases the hairs should be at least one-eighth of an inch long to enable us to work satisfactorily and quickly.

Eye brows corrected where they are ragged, uneven or cross the nose.

Hairs removed from above the shaving line on men's faces.

"Cowlicks" successfully treated; *low brows* made higher.

Moles, warts, ruptured veins, birthmarks, powder marks, tattoo marks and other blemishes removed skillfully by Electrolysis.

Charges are from Three-fifty to Four Dollars per hour, according to length and difficulty of the work, except in special cases.

Home Treatments for Skin Diseases

FOR years we have been sending our various home treatments to those who are unable to visit our offices. Many cases which have baffled the cleverest specialists both at home and abroad have been cured in this way. If you have tried everything else and are discouraged, you are just the person we most desire to meet or hear from. Where patients are persevering, treatments at office are often quite unnecessary.

We have hundreds of unsolicited testimonials from grateful patients, but we look upon our patients as our friends and consider their communications strictly confidential, unless requested to make use of them. If we have cured thousands of patients since 1892, do you see any reason why we cannot cure you? When we have no failures, it is unnecessary to boast.

Carefully look over the following pages and you will, doubtless, be able to make a selection for yourself; if not, we shall be pleased to help you.

Skin Diseases and Their Cure

Acne Rosacea, Acne Simplex, Blackheads, Pimples and *Fleshworms* are all forms of one disease. It makes little difference whether the eruptions are large and inflamed or small, with pus or a hard centre, caused by a secretion in the pore; or whether the pores are simply clogged, sometimes making the skin look almost as if tattooed. If you have this disease you want to be cured.

You will be quite safe in ordering

Princess Acne and Pimple Cure for external use...\$1.50

Nerve Tonic and Blood Builder, or

Dandelion Bitters, for internal use..... 1.00

Price of both, express paid.....\$2.50

Should you desire us to select remedies, send from \$2.00 to \$5.00 and any extra money will be refunded.

Where the minute blood-vessels of the nose or cheeks have become distended or ruptured, *Electrolysis* is the quickest and most effectual method of curing, but that, of course, necessitates a visit to our office for personal treatment. Electrolysis is charged for at the rate of \$3.50 to \$4.00 per hour.

We also cure perfectly *Millia* or *Whiteheads* by the same method.

Tan, Sunburn, Freckles, Moth Patches, Sallowness, Liver Spots

It is scarcely necessary to describe these skin afflictions, though the name Liver Spots is something of a misnomer, as the brown patches are more often caused by uterine trouble. Liver troubles usually produce a sallow, muddy skin and render the whites of the eyes thick and yellow looking. Even after these diseases are cured the disfigurement remains until it is "unfastened" from the skin, but

Princess Complexion Purifier, price.....\$1.50
will cure all of these skin affections.

When discolorations are due to liver trouble, take
Dandelion Bitters, price.....\$1.00

When caused by other internal disturbances, take
Nerve Tonic and Blood Builder, price.....\$1.00

These last remedies mentioned are the very best tonics we know of for building up a run-down system. They contain no iron, but are much superior and more easily assimilated by the system.

Eczema or Salt Rheum

Lepra and Psoriasis, or Tetter, are all members of one family, though the disease takes different forms. The mildest forms appear only as a rash underneath the skin. Sometimes the skin is covered with transparent vesicles, or watery pimples, which in time dry and scale off, but are renewed again quickly and more severely than at first. There is always a slight tingling of the affected parts. Where the disease is more serious the irritation is severe, and the parts become much inflamed and swollen. Rubbing or scratching only increases the disagreeable symptoms. Lepra and Dry Tetter, or Psoriasis, are the same diseases, but no moisture is exuded. One of the different forms of eczema occasionally affects the entire surface of the body, but usually appears periodically on the hands, face, ears, head or chest, and, when not of very slight form, the annoyance is intense; but everyone who has suffered from this disease knows it to his cost.

We can send a complete home treatment, which we have never known to fail, for \$5.00. Very often only a part of the treatment is required. We send only what we think is necessary, and return any money which may not be needed.

Should you wish to try remedies without the trouble of consultation, order

Nerve Tonic and Blood Builder\$1.00
Purifier 1.50
Magic Salve50

All sent express prepaid for.....\$3.00

Red Nose

It isn't necessary to be bibulous in order to have a swollen, disfigured, red nose; but if you are the owner of one and you want it changed to harmonize with the rest of your face, write or call and tell us all about it. We are very proud of some of the noses which we have transformed.

Ivy Poisoning

One of the most painful of the minor skin troubles. We cure that too, most quickly and surely. We also cure

<i>Oily Skins,</i>	<i>Coarse Pores,</i>	
<i>Prickly Heat,</i>	<i>Hives,</i>	<i>Pruritis,</i>
<i>Chafing,</i>	<i>Dandruff,</i>	
<i>Scalp Eczema,</i>	<i>Rashes,</i>	
<i>or Pimples.</i>	<i>Ring Worm.</i>	

If amongst our list of preparations you do not see the desired remedy we shall be pleased to select or prepare those suited to your case. Fill out consultation blank, giving all information you can, enclose \$2.50, and remedies will be sent to you, express prepaid.

Write name and address plainly.



Mail Order Office

The Princess Remedies

MANUFACTURED only at The Hiscott Dermatological Institute, Toronto, of the best and purest ingredients obtainable. These preparations have been sold and used in our treatment rooms for nearly twenty years, and are still growing in favor. People no longer ask, "Are they safe?" but say, "I use the Princess Toilet Preparations because I know they are reliable."

Princess Cinderella Cream

A very superior cold Cream. Is cooling, healing and soothing to lips, face, hands, neck or to babies' delicate skins. Cures chafing, tan, sunburn and prevents wrinkles. Nice to use before powdering. Price, 50c. postpaid.

The Vacuum Cup

Valuable for those who do not understand face massage; lifts lines and wrinkles out of old grooves, prepares the skin to properly absorb the Skin Food. Price, 50c., postpaid.

Princess Skin Food

For retaining and regaining youthful looks, removing lines and wrinkles, restoring withered skins and feeding the tissues. This preparation makes soft, flabby muscles into good, firm flesh. It does as much for the thin hollow face and neck as good foods do for the system. One or two applications makes a tired face look years younger. It is beneficial for scars and pockmarks; contains no hair stimulating oils. Compare Princess Skin Food with any other and note the superiority of this. Also notice that the jars contain very much more than other skin food jars at the same or higher prices. Up-to-date massage directions accompany each pot. Price, \$1.50, postpaid.

Princess Skin Tightener

For a too loose, flabby and wrinkled skin that has coarse pores (without fleshworms), and insufficient natural color. Used alone or with the Princess Skin Food. Is imperceptible and not oily. Price, \$1.00, express paid.

White Rose Complexion Cream

Softens, whitens, cleanses and purifies the skin, removes tan and sunburn, prevents pores clogging, thus keeping away blackheads and other skin troubles. Price, 75c., express paid.

Princess Face Powder

A non-injurious and beneficial powder. Will not clog pores or produce blackheads. Is a healer and beautifier, is adhesive, imperceptible, removes oiliness and gives a soft, velvety appearance. White, Pink and Brunette. Price, 50c., postpaid.

Princess Creme-Velour

A delightful, non-greasy complexion Cream, smooth and soft as velvet, made of absolutely pure and harmless ingredients. A boon to those whose skins incline to greasiness. It is of gratifying fragrance, never becomes rancid, can be used at any time, place, and under any circumstances. Price, 50 cents, postpaid.

Princess Beauty Bath

This fragrant and cooling lotion makes the hands soft, smooth and white, and keeps the nails in order; cures chafing and removes tan from face, neck and hands. Is antiseptic and not oily. May be used just before gloves are worn. Doctors and dentists are charmed with it. A boon to those who desire well-kept hands. Price, 50 cents. Express paid on two bottles.

The Hydro-Vacu

As its name implies, the Hvdro-Vacu is a water and suction treatment. The water (warm or cool, as the case requires) runs through a Vacuum Cup, which is used on the face for lifting and massaging the flesh, thereby removes wrinkles and prepares the skin to absorb Cream or Skin Foods, thus forming new healthy tissue. Impurities are drawn from the pores and sprayed away, helping wonderfully in this manner to cure pimples, blackheads, etc. The Hydro-Vacu supercedes the face steamer and is easy to use. It may be used in connection with any of the Princess Toilet Preparations. Price, \$5.00. Express or postpaid.

Princess Complexion Purifier

This preparation cures the worst cases of sallowness, sunburn, tan, freckles, moth-patches, rashes underneath the skin, blackheads, red nose, eczema, ivy poisoning, scaly skin, eruptions, in fact all blemishes that collect in the skin. It does not take from the face the natural rosy color, but makes the complexion pure and white as a baby's. Owing to its popularity it has several namesakes. Be sure to get the Princess Complexion Purifier, which does all we claim for it. Price, \$1.50, express paid.

Princess Magic Healing Salve

Where the skin is very sensitive, much discolored, or has any blackheads or pimples, the Magic Salve should be used in connection with Complexion Purifier. It is also an excellent remedy for burns, scaldhead, abrasions, pimples, rashes, eczema, etc. Price, 50 cents, postpaid.

Princess Acne and Pimple Cure

Many young men and women, otherwise handsome, are sadly disfigured by ugly boils, pimples or blackheads known to physicians as various forms of Acne. If you have taken iron, arsenic or potassium preparations, or used different kinds of salves or lotions without receiving any benefit, do not be completely discouraged,

but try one bottle of Acne and Pimple Cure and you will be delighted to see the spots disappearing as if by magic. What has cured thousands will cure you. We cannot say enough in its praise, but can direct you to many who will tell you what it has done for them. Price, \$1.50, postpaid. If the disease is very bad, or a long standing one, the patient should use Nerve Tonic and Blood Builder as an auxiliary. These two preparations have cured several cases which were given up by some of the most skillful physicians in England and America.

Princess Nerve Tonic and Blood Builder

It is not a "cure-all," but has proven a wonderful cure for that tired, worn-out feeling. It acts directly on the nerves and blood, thereby relieving and curing neuralgia, rheumatism, chronic headache, periodical pains, nervous dyspepsia, and indigestion, constipation and many uterine troubles. It beautifies the complexion by improving the circulation and curing those diseases which make the skin brown, coarse, withered, wrinkled and prematurely aged. Also assists in removing flesh-worms and pimples, because it works directly on the pores of the skin and throws off the clogging secretions which cause those troubles.

Hundreds of persons testify to its merits. Small dose! Large bottle! Small price! \$1.00, express paid. Worth its weight in gold. Half a bottle will convince you. In pill form, 50c. per box. Three boxes for \$1.00.

Dandelion Bitters

This medicine is made from the pure Extract of Dandelion, to which have been added other valuable extracts, making it an almost perfect remedy for the cure of all diseases arising from impure blood or derangement of the liver. Persons of full habit will find Dandelion Bitters just what they require, as it cures flushing of the face, red nose, and eliminates all poisonous gases from the system. Should be taken while Complexion Purifier is being used to cure sallow skin or eczema.

Biliousness or sick headache, water-brash, and other forms of indigestion cured with a few doses. A dose or two of Dandelion Bitters is useful when a laxative is needed, but, by the continued use of one or two bottles, very obstinate chronic constipation may be permanently cured. A few doses will make you feel better. Price, \$1.00, large bottle, express paid.

Goitre Sure Cure

Infalible for the worst cases of Goitre or Thick Neck. Removes the swelling, eliminates the disease

from the system and improves the general health. Does not discolor the skin. Beneficial for any kind of glandular trouble. Price, \$2.00, express paid.

Princess Eye Tonic and Beautifier

Clears, darkens and brightens the eyes, removes inflammation, cures red, swollen and granulated eyelids, improves the sight and delays the necessity for wearing glasses. A wonderful and entirely harmless preparation. Price, 40c. (with dropper), postpaid.

Princess Hair Rejuvenator

A second-to-none hair restorer. It restores faded hair or hair not more than one-half gray to its former color of brown or black. Not greasy, sticky or injurious. Clear as water and without sediment. Makes old hair young. Price, \$1.00. Six bottles for \$5.00, express paid.

Hair Dye, for blonde, brown or black hair. Price, \$1.50, express paid.

Hiscott Hair Tonic

Arrests falling hair, makes hair grow where the follicles are not lifeless, takes away the dull, lifeless look. Use it if you want a luxuriant "Crown of Glory." Price, \$1.00; six bottles for \$5.00, express paid.

Princess Dandruff Cure

A good cure for mild or bad cases. It does not darken hair or scalp, removes irritation, neither oily, sticky or otherwise objectionable. A delightful hair dressing. Price, \$1.00; six bottles for \$5.00, express paid. For pimples, eczema, etc., on the scalp, use Acne and Pimple Cure.

Princess Goldine

Changes any shade of brown or black hair to a Titian Auburn or Golden Blonde. Contains no acids and is mildly stimulating. Price \$1.00, six for \$5.00, express paid.

Hiscott Bust Developer

Every woman admires a full, firm, beautiful bust, yet how few there are who possess that kind. It is not necessary to submit if nature has not been kind to you in this particular, or if your bust was nice and

plump and is not that way any longer. If you have lost your bust because of ill-health, it may be regained, or if you never had a full bust you can develop one.

The Hiscott Bust Developer is the best thing of the kind yet invented. It is perfectly harmless, and often benefits uterine trouble sufferers. A large pot of massage and fattening food, a rubber exerciser and the improved Vacuum Cup make up the complete outfit, which may be used at home without the slightest difficulty.

Explicit directions accompany the treatment. Price, \$9.00. The Cup only, \$5.00. Express paid.

Nail Enamel

A most brilliant and unequalled polish for the finger nails. No acid or pumice stone. Clean, fast, economical. Price, 50c., postpaid.

Stain Remover

Removes stains from hands and nails. Price, 25c.

Magic Foot Lotion

For hot, smarting and swollen feet. Instant relief for bunions, corns and all foot troubles. Price, 50c., express paid on two bottles.

Bunion Salve

The best home remedy. Reduces swelling and inflammation, allays irritation, softens the bunion and often reduces the joint. Price, 50c., postpaid.

Perspirine Lotion

For excessive perspiration of hands, feet, armpits and groin. Excellent for sore, tender, blistered and fetid feet. Price, 50c., express paid on two bottles.

Toilet and Foot Powder

In large sifters, made from the formula of a celebrated German physician. For tender, swollen and smarting feet. Relieves irritations or chafing of babies' delicate skins. A great comfort to pruritis sufferers, and a delightful toilet powder for every day use. Price, 25 cents, postpaid.

Obesity Cure

We prepare a lotion with full directions for treatments for reducing size of bust, hips or waist, or flesh of the entire person. When general reduction is desired the Obesity Tonic and Stomach Regulator are used in connection. We have had no failures with this treatment. Prices from \$5.00 to \$18.00 for a month's treatment. Express paid.

Artificial Aids to Beauty

For those who have not time to cultivate natural methods, we have Hair Dyes in blonde, dark brown and black shades. Price, \$1.50 per bottle.

Mrs. Gervaise Graham's Damask Rose Bloom for brunettes and Pink Rose Bloom for blondes, 50c. each. Lip Rouge in sticks, easily applied, can be carried in purse. Suitable for any complexion. Price, 50c. Eye-brow Pencils, brown or black. Price, 25c.



PRICE LIST OF

The Princess Toilet Preparations

MANUFACTURED AT

The Hiscott Dermatological Institute

61 College Street - Toronto, Canada

Circulars, Samples, Prices, etc., furnished to Druggists upon application. Any three \$1.50 Preparations for \$4.00, express paid.

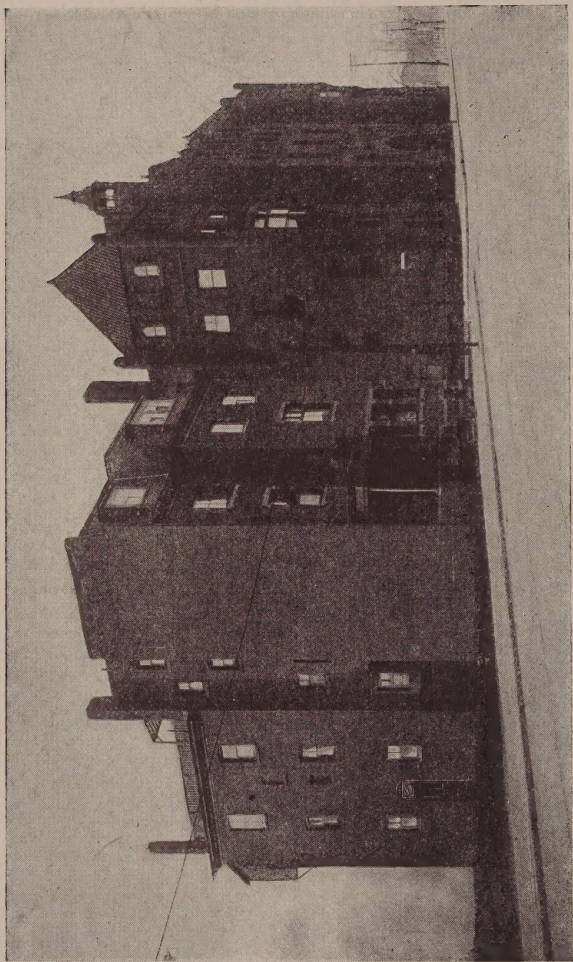
Toilet and Foot Powder	\$.25
Stain Remover25
Eye Tonic and Beautifier40
Cinderella Cream50
Creme-Velour (greaseless)50
Vacuum Cup50
Princess Face Powder (3 shades).....	.50
Magic Healing Salve50
Nerve and Blood Builder Pills, per box, 50c.; 3 for	1.00
Beauty Bath50
Magic Foot Lotion50
Bunion Salve50
Perspirine50
Nail Enamel50
White Rose Complexion Cream....., 5 oz. bottle75
Princess Skin Tightener, per bottle	1.00
Pocket Exerciser	1.00
Princess Nerve Tonic and Blood Builder.....	1.00
Dandelion Bitters, large bottle	1.00
Hiscott Hair Tonic	1.00
Princess Hair Rejuvenator	1.00
Princess Dandruff Cure	1.00
Princess Goldine	1.00
Princess Skin Food.....full 3 oz. pot, <u>\$1.50</u> ; 3 jars	4.00
Princess Complexion Purifier	1.50
Princess Acne and Pimple Cure.....	1.50
Fattening Food	2.00
Goitre Sure Cure, complete	2.00
Hydro-Vacu	5.00
Bust Developing Outfit	9.00
Manicure Files, Scissors, Polishers and Corn Knives, best quality.....from60
Emery Board, 35c.; Orangewood Sticks, 8 for....	.25

When ordering, please write your name and address plainly, giving your nearest express office. Kindly note that liquids must go by express, as they cannot be carried through the mails. State whether we should address letters or packages to Mr., Mrs. or Miss.

Remit either by registered letter, postal notes or post office or express money orders. Do not send loose change in envelopes. All communications should be addressed to

The Hiscott Dermatological Institute, Hiscott Bldg.,
61 College St., Toronto.

Yonge Street Cars from Union Station. Transfer at College and Yonge. Two blocks, or three minutes' walk from Yonge Street.



The Hiscott Dermatological Institute and the Sick Children's Hospital

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